

AMENDMENTS TO THE CLAIMS

Please amend the Claims as follows:

1-27. (Cancelled)

28. (Previously Presented) A computer-based system utilizing an event matching system for service providers, said system comprising:

 a window of opportunity event generator,

 said window of opportunity event generator automatically identifying an event,

 said event comprising an unexpected period of inactivity when a scheduled activity is blocked;

 a distribution channel analyzer,

 said distribution channel analyzer analyzing said event to determine whether said event is likely to generate an increase in sales; and

 an event matcher,

 said event matcher receiving said event from said distribution channel analyzer if said distribution channel analyzer determines that said event is likely to generate said increase in sales, and

 said event matcher selecting at least one of said service providers for said event from a service provider database.

29. (Currently Amended) A system according to claim **28**, further comprising:

an accounting manager,

 | said accounting manager ~~configured to cooperate~~ cooperating with said event matcher to provide an accounting functionality for said at least one of said service providers.

30. (Previously Presented) The system according to claim **29**, wherein:

 | said database comprises a service provider profile database,

 | | said service provider profile database containing informational data of said service providers.

31. (Previously Presented) The system according to claim **28**, wherein:

 | said system further utilizes a service provider profile manager for said service provider database,

 | | said service provider profile manager allowing service providers to customize and manage profile data in said service provider database.

32. (Previously Presented) The system according to claim **28**, wherein:

 | said system further utilizes an event database,

 | | said event database storing data relating to events for which a service provider is selected by said event matcher.

33. (Previously Presented) The system according to claim **28**, wherein:

 | said distribution channel analyzer further utilizes a channel rules database containing rules to be applied to particular channels.

34. (Previously Presented) The system according to claim **28**, wherein:

 said distribution channel analyzer further utilizes data and rules obtained from an institutional or organizational database,

 said institutional or organizational database containing additional informational data of selected institutions or organizations.

35. (Previously Presented) The system according to claim **34**, wherein:

 said data and rules of said distribution channel analyzer further utilize an institutional or organizational profile manager,

 said manager allowing said selected institutions or organizations to customize and manage profile data in said database.

36. (Previously Presented) The system according to claim **28**, wherein:

 said system further comprises a subscription management service, wherein:

 at least one said unexpected period of inactivity is defined for tracking.

37. (Previously Presented) The system according to claim **36**, wherein:

 said system further comprises a location tracker,

 said tracker employed to keep track of subscribed consumers.

38. (Previously Presented) The system according to claim **37**, wherein:

 said location tracker further comprises a consumer profile database for storing consumers' informational data.

39. (Previously Presented) The system according to claim **38**, wherein:

 said location tracker further utilizes a consumer profile manager, wherein:

said manager allows consumers to customize and manage profile data in said database.

40. (Previously Presented) The system according to claim **37**, wherein:

said system further comprises a tracking device used to transmit location data continuously to said location tracker.

41. (Previously Presented) The system according to claim **40**, wherein:

said tracking device generates said location data from a source of positional data selected from the group consisting of:

- a GPS receiver;
- a cellular telephone; or
- any other wireless system.

42. (Previously Presented) An e-commerce method for enhancing sales of service providers, said service providers in communication across networks and available to provide one or more specific services through directed sales to selected customers, said method comprising the steps of:

automatically detecting at least one sales opportunity based on at least one unexpected period of inactivity when a scheduled activity is blocked;

analyzing said at least one sales opportunity to determine whether said sales opportunity is a beneficial opportunity likely to generate an increase in sales;

matching said beneficial opportunity with information from a subscriber profile database to select one or more of said service providers as a selected service provider; and

notifying said selected service provider of said beneficial opportunity.

43. (Previously Presented) The method according to claim **42**, further comprising the step of:
providing an accounting functionality for said one or more of said service providers by
analyzing events and transactions of actual sales.

44. (Previously Presented) The method according to claim **42**, wherein:
said step of matching said beneficial opportunity with information from a subscriber
profile database further comprises using an external service provider profile database.

45. (Previously Presented) The method according to claim **44**, further comprising the step of:
managing and customizing profiles of said service providers in said service provider
profile database.

46. (Previously Presented) The method according to claim **42**, further comprising the step of:
storing data of said events in an event database.

47. (Previously Presented) The method according to claim **42**, further comprising the step of:
obtaining rules from a channel rules database to be applied to particular channels.

48. (Previously Presented) The method according to claim **42**, further comprising the step of:
obtaining rules from an institutional/organizational profile database containing data of
selected institutions or organizations in which events may take place.

49. (Previously Presented) The method according to claim **48**, further comprising the step of:
managing and customizing profiles of institutions or organizations in said
institutional/organizational profile database.

50. (Previously Presented) The method according to claim **42**, further comprising the step of:
tracking schedules of subscribed consumers or said service providers.

51. (Previously Presented) The method according to claim **50**, further comprising the step of:
utilizing a tracking device to keep track of the location of said subscribed consumers.

52. (Previously Presented) The method according to claim **51**, wherein:
said tracking device generates said location data from a source of positional data selected
from the group consisting of:
a GPS receiver;
a cellular telephone; or
any other wireless system.

53. (Previously Presented) The method according to claim **50**, further comprising the step of:
storing a profile of at least one consumer in a consumer profile database.

54. (Previously Presented) The method according to claim **53**, further comprising the step of:
managing and customizing said profile of said at least one consumer in said consumer
profile database.

55. (Currently Amended) An article of manufacture comprising a computer program product,
said computer program product comprising a computer readable medium storing processor-
executable program code:

 said computer readable program code embodying a method comprising the steps of:
 automatically detecting at least one sales opportunity based on at least one
 unexpected period of inactivity when a scheduled activity is blocked;

analyzing said at least one sales opportunity to determine whether said sales opportunity is a beneficial opportunity likely to generate an increase in sales; matching said beneficial opportunity with information from a subscriber profile database to select one or more of said service providers as a selected service provider; and

aiding in notifying said selected service provider of said beneficial opportunity.